



Robert Lajdziak

Director, Insurance Intelligence

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Robert Lajdziak is a Director for the Insurance Intelligence Practice at J.D. Power. He is responsible for developing data-driven solutions that achieve measurable results for clients within the insurance industry. His primary focus is on the customer servicing experience within Auto, Home, and Life insurance as well as customer retention and advocacy.

Robert joined J.D. Power in 2012 and has served in several positions in the Global Business Intelligence Practices, in both Financial Services and Insurance, including Senior Wealth Management Analyst, Research Supervisor, and Research Specialist prior to joining the Insurance team.

During his tenure at J.D. Power, Robert has authored several thought leadership pieces—published in the media, trade publications and regularly speaks at industry conferences and events—regarding such topics as shopping with online chat; self-service and the future role of agents; consumer adoption of emerging technology, transparency of fees; and advancing understanding of complex products.

Robert earned a bachelor's degree in marketing-management from Hillsdale College in Hillsdale, Michigan.